



Property Manager Wyke Dorset Cottages



A little bit about The Original Cottage Company...

Set up by Richard & Lesley Ellis, Norfolk Country Cottages commenced trading in January 1992 from the family kitchen table. Since then, with enthusiastic organic growth and judicious acquisitions, we have grown to be the largest family-owned, independent holiday cottage company in the country, known collectively as The Original Cottage Company (TOCC).

Having our local brands means we can give that local, personal touch to our homeowners and holidaymakers alike. Being part of a bigger family means we can also offer more professional marketing, IT and accounts services than would not be possible with a smaller company. We believe this gives the best of both worlds and is unique in our industry.

Our big competitors think we are crazy for having so many offices, staff and brands and our small competitors dream of having the expertise that we can offer. This is the reason we have grown every year since 1992.

We foster universally high standards and take a strongly ethical approach when dealing with our employees. We believe in playing to people's strengths and are proud of our reputation for flexibility and fairness as an employer, providing a professional, innovative and fun place to work. This is reflected in the fact that many of our employees are long-serving and thus very experienced.

As an award winning employer, we take delight in seeing our employees develop and grow within the business. We are proud to be a true family business with a strong set of values which guide and inform the way we work. We are;

- Family owned
- Reliable
- Innovative
- Fun
- Local
- Honest
- Flexible
- Friendly
- Customer focused
- Progressive



"It's lovely to work for a company where you really feel valued and part of the family. Although we're all dotted around the country, there's a great feeling of closeness and support."

Laura Brench

Job Description - What's the job all about then?

Title: Property Manager

Purpose: The Property Manager's central role is to recruit new holiday cottages and to manage a portfolio of properties to achieve the best possible booking performance, repeat booking performance, customer feedback and homeowner retention. The Property Manager should strive to ensure that properties are presented to the highest standards for guests.

Location: The Property Manager is expected to live in Dorset, ideally central Dorset in the Weymouth / Dorchester area. The position is home based, or office based if the Property Manager lives within 20 miles of a The Original Cottage Company (TOCC) brand office. The Property Manager will frequently be required to travel to visit homeowners and properties and attend other meetings across Dorset. Occasional travel to other parts of the UK including the Group Services Office in Reepham, Norfolk, other brands within the group and other destinations may be required.

Reports to: The Property Manager reports to the Dorset Manager or the Regional Manager in the absence of the Dorset Manager.

Staff Responsibilities: The Property Manager has no staff reporting to him/her.

Liaison and Main Contacts: S/he is a first point of contact for homeowners and should build good relationships with homeowners to encourage communication, loyalty and retention. If there is no homeowner or housekeeper available, the Property Manager may also be the first point of contact for guests, dealing with complaints/problems promptly, including out of normal working hours. As part of the Wyke Dorset Cottages team, the Property Manager works closely with colleagues in Dorset in recruiting new cottages, dealing with customer issues and in marketing work. S/he also assists the Dorset Manager as required.

Special Features: The position is full-time, 37.5 hours per week. Work outside normal office hours and weekend work will be required. The Property Manager is expected to manage his/her hours of work, and keep the Dorset Manager informed of when he/she is working. The Property Manager may be required to cover for other members of the Dorset team when they are on leave.

Responsibilities

Lead Generation and Property Recruitment

- Proactively help generate prospective owner enquiries through a variety of means including networking, recruitment events and local marketing.
- Deal with prospective owner enquiries and homeowners and follow-up any queries that may arise from that enquiry.
- Give advice and valuations for cottages over the phone, by email or in person.

- Input prospective owner details and despatch up-to-date owner information packs to enquirers.
- Maintain an accurate database with regard to enquiries and inspections.
- Research new properties, properties without agents and properties marketed by competitors
- Make appointments and visit prospective new cottage owners.
- Answer owners' questions and give feedback on their property's suitability as a holiday cottage.
- Explain the company's letting agreement and answer any queries.
- Help the Dorset Manager to set recruitment and property retention targets.
- Work towards targets and communicate progress and success.

New Properties

- Set up and monitor progress of new properties.
- Once the property owner has agreed to a contract, the Property Manager is responsible for all paperwork, writes descriptions and takes photographs of each property for the website, brochure and other advertising purposes.
- Load properties onto the company database (Tabs).
- Communicate and inform the owner when property is 'live'.
- Liaise and inform the rest of the Wyke Dorset Cottages team of new properties, their selling points and when they are 'live'.
- Liaise with the Visit England Quality Assessor, where appropriate.

Existing Properties

- Manage an agreed portfolio of properties
- Liaise with homeowners regarding pricing, encouraging them to price their properties competitively to achieve maximum bookings
- Liaise with homeowners regarding booking performance and marketing and implement changes to maximise income, with the support of the South West Marketing Manager as required.
- Liaise with homeowners regarding the quality/standards of the property and customer feedback, managing them to ensure that all properties consistently meet the expectations of reasonable customers

- Get quotes for work and instruct contractors as required
- Provide regular reports to the Dorset Manager on agreed Key Performance Indicators.
- Ensure that photography is up to date, good quality and loaded onto Tabs.
- Check brochure, website, affiliate site and any other descriptions of properties and update as required to ensure accuracy.
- Deal with any enquiries from homeowners and reply promptly, or ensure that a colleague has replied promptly if appropriate.
- Monitor performance of properties, making suggestions to owners as and where necessary.
- Meet with homeowners either in the office or at their accommodation.
- Set bookings targets annually and review progress regularly.

Marketing and Administration

- Assist in setting up and running home-owner events and marketing, PR and promotion events
- Liaise with homeowners and assist them in ensuring that they are compliant with all company and legal requirements
- Assist in and support Health and Safety policy and practice and contribute to the development of Health and Safety
- The above list of responsibilities and tasks is not exhaustive and the Property Manager may be required to do other tasks, be involved in projects or have other responsibilities in support of the aims of the business or the overall purpose of the role. At all times the Property Manager is required to make optimum use of his/her time, to work in an efficient and effective manner and to avoid duplication of effort.

Person Specification - Our perfect candidate...

Experience / Knowledge

Essential	Desirable
<ul style="list-style-type: none">• Experience of using Microsoft Office applications	<ul style="list-style-type: none">• Experience of selling or negotiating• Experience of working within the property or tourism industry

Skills

Essential	Desirable
<ul style="list-style-type: none">• Excellent written English• Confident negotiating and persuading skills• Organised and methodical with ability to multi-task across several projects• The ability to interpret data and draw the correct inferences from it• Ability to work to tight deadlines• Ability to prioritise and manage time well• Ability to work collaboratively with teams in other locations• Ability to identify opportunities and respond proportionately to them• Ability to change priorities in response to market conditions• Full current driving license and the use of a car• Sound judgement and decision-making abilities	

Qualifications

Essential	Desirable
<ul style="list-style-type: none">• A good general standard of education, including GCSE English or equivalent	<ul style="list-style-type: none">• A property, tourism or sales-related qualification

Personal Attributes

Essential	Desirable
<ul style="list-style-type: none">• A positive, can-do, energetic, passionate approach to achieving things• Flexible and adaptable to changing demands and new challenges• Self-starter• A strong teamwork ethic and collaborative working style that will build relationships among colleagues and others	



“It is refreshing and rewarding to be employed by a business which encourages the importance and value of ‘local’, bringing great support to local businesses and the community.”

Sue Lee

The Nitty Gritty

We offer attractive working conditions and a very strong team working ethos in which people are encouraged to feel part of “the family”.

- The normal hours of work will be 37.5 a week Monday -Friday
- A competitive rate of pay is offered, depending on experience.
- 22 days holiday a year (plus bank holidays) and nobody works on their birthday! The longer you work with us then the better holiday and conditions you receive – we value longevity and loyalty.
- We operate a company contributory pension scheme.
- In a steadily growing company such as this, the career opportunities are there for further advancement into any part of the business – promoting from within being a major part of our business philosophy and values.

Interested? This is how to apply...

Please send a CV and covering letter (this is important to us) with a little bit about you and why the job appeals to you. This should be addressed to Anne-Marie Brooks and sent to us using the contact

details below. The closing date is Monday 28th January 2019 but don't delay as we encourage early applications. We look forward to hearing from you soon.

Email Address

a.brooks@dorsetcottages.com

Website:

originalcottages.co.uk/working-with-us